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**FAX COVER SHEET**

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In re Application of: Close

Group Art Unit: 3634

Serial No.: 10/716,258

Filed: 01/15/2004

Examiner: Novosad

**For: System and Method for product display, arrangement and rotation**

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Commissioner of Patents and Trademarks

P.O. Box 1450

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#### **Amendment**

1. This Amendment is in response to the Office Action mailed July 7, 2006.

#### **§112 Claims Rejections**

2. Applicant has amended claims 34, 35, 37, 38, 41, 43, and 44, and argues that those amended claims are not indefinite.

#### **§102 Claims Rejections**

3. Claims 34, 36, 37, and 44 stand rejected as anticipated by US Patent No. 6,886,699 (Johnson et al '699).
4. Claims 34-37, and 40-42 stand rejected as anticipated by US Patent No. 6,622,874 (Hawkinson '874).
5. Applicant respectfully argues that the current invention of a simple base with an active alignment device is not anticipated by either the '699 patent or the '874 patent. In both of those patents, a display row of a desired width is created by snapping